

Don't forget!



This is
your
last
chance
to
enter!

1978 Poetry contest closing

Be one of ten winners and get your choice of a GE portable AM/FM radio with CB reception, GE AM/FM digital clock radio, GE tape recorder, Clairol Hot Stuff blow dryer, Focal Telepocket camera or a Polaroid Minute-Maker camera.

1978 POETRY CONTEST RULES

1. All entrants must be employees of the K mart Corporation or its subsidiaries.
2. Poems may be about any subject matter, of any length and may rhyme or be written in free verse.
3. Employees may enter a maximum of five poems although an entrant may win no more than two prizes.
4. All entries must be typed.
5. All entries must be accompanied by the official entry form published in the *K liner*.
6. Poems will not be returned, so do not send your only copy.
7. Entries must be submitted by April 30, 1978.

1978 K liner Poetry Contest

Official Entry Form

(To qualify, completed form must accompany poems.
Copy machine duplicates of form are acceptable.)

Please print or type:

Name _____

Store or company location _____

Home address _____

Zip _____

Return to *K liner* with poem by April 30, 1978

News briefs

February sales up

Sales for the four weeks ended February 22, 1978 were \$568,306,000. It was an increase of 15.4 percent over sales for the same period in 1977, which were \$492,338,000.

Chairman Robert Dewar said, "February sales results were affected by severe weather and energy conditions in the northern area of the country.

"Comparative sales in fully operational U.S. K marts are strong, and the consumer's attitude remains positive toward new wanted and needed general merchandise."

Four stores to open

Count	Region		Opening
1	E	7171, Depew, NY	April 6
2	M	9507, Mitchell, SD	April 6
3	S	7183, Athens, GA	April 13
4	S	9219, Bay City, TX	April 20

Warehouse expanding

Our Savannah import warehouse is doubling its size. Work on the site has already begun. The reason for expansion is obviously due to the ever increasing K mart business.

The Savannah center distributes as far west as Kansas City and north to the Canadian border. About 47 percent of all K mart imports come in through Savannah.

The addition will be a warehouse built right next to the existing 400,000 square foot structure.

KEI holds conference

K mart Enterprises, Inc. held its spring meeting for automotive and sporting goods executives March 13 through 17. For one week, regional managers discussed merchandise and personnel; district managers attended meetings the early part of the week only.

Introduced at this spring session was the Human Resources Development Award. It recognizes outstanding performance in the field of personnel, being awarded to the groups and individuals who, research shows, have hired and trained people who consequently advanced in the corporation.

The award is given to each division, both to the outstanding region and the outstanding individual, company-wide. In K mart Automotive, the Eastern Region received the award—the district managers had exemplified good training practices. District Manager Paul Helmick, from the Tampa area, received the individual award.

In K mart Sporting Goods, the Western Region and Dwayne Pfenninger, assistant regional manager of the Midwestern Region, received the group and individual awards respectively.

Hank Biasatti notices the hand of Dwayne Pfenninger (back to camera) while the table is discussing cross country ski equipment.



Hank Biasatti, sporting goods buyer, seeks the opinion of Regional people on an athletic shoe buy.



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